

SAMPLE PRESS RELEASE
New Fresh Fruit and Vegetable Program
Beginning Fall 2008 for _____ School Children

Date: _____ **For more information contact:** _____
Name and phone number

The Montana Office of Public Instruction, School Nutrition Programs has approved the _____ **School District** for participation in the United States Department of Agriculture's (USDA)* Fresh Fruit and Vegetable Program (FFVP). The New Fresh Fruit and Vegetable Program available in over 50 schools throughout Montana this fall through funding from the Farm Bill. This program is an excellent opportunity, combined with the breakfast, lunch and afterschool snack program, for the students to meet the suggested daily number of servings of fruits and vegetables for good health.

This new program will provide fresh fruits and vegetable snacks to students, free of charge, throughout the school day in areas outside the cafeteria. Offering children at school fresh fruit and vegetable snacks help to shape healthy eating habits and allow them to enjoy a tasty and fresh snack which can boost their energy and brain power to support better learning.

Fresh fruits & vegetables can be offered

- In classrooms as healthy snacks
- As part of learning activities
- In "fruit and/or veggie stands" in the hallways
- In other creative ways, such as, food fairs

Teachers, food service staff, other school staff and parents are encouraged to reinforce healthy eating with healthy role modeling and education! Nutrition education is an important part of helping children and adults receive the greatest benefits from the foods they eat.

The USDA's MyPyramid (www.mypyramid.gov) encourages school-age children to eat 2 - 3 cups of vegetables a day and 1½ - 2 cups of fruit a day for good health. Fruits and vegetables don't just taste good- they contribute to better health because they are low in calories and fat and high in vitamins, minerals and fiber.

For more information on this program, contact _____, Food Service Director at _____ or by email _____.

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